



KYLE FRASER

GRAPHIC DESIGN + VISUAL STORYTELLING

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kylefrasergraphicarts.com

PROFILE

Emerging graphic designer and visual storyteller focused on branding, layout, digital design and clear communication. I bring a modern, professional approach to creative work and enjoy building cohesive visual systems from concept through final presentation.

EDUCATION

Graphic Arts / Portfolio Development **SASKATOON BUSINESS COLLEGE**

Coursework includes personal branding, graphic design, web design, publication layout, UI concepts, photography and professional portfolio development.

SELECTED PROJECTS

Aurora Creative Studio

Complete identity system including research, logo, colour, typography, guidelines and applications.

Aurora Coffee Co.

Brand concept and application design built around a cohesive visual identity and audience-focused presentation.

Mercury Pattern Audit

Mobile UI analysis focused on hierarchy, usability, interaction patterns and accessibility.

Editorial + Promotional Design

Book cover, brochure and publication work using grids, typography and visual hierarchy.

DESIGN SKILLS

- Brand identity
- Logo design
- Typography
- Layout + composition
- Colour systems
- Digital graphics
- Responsive web basics
- UI / UX concepts
- Photography

SOFTWARE

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Figma

HTML / CSS

Canva

STRENGTHS

Creative thinking
Visual hierarchy
Attention to detail
Teamwork
Time management
Clear communication

PORTFOLIO

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